

Rep Order# 9796698 Ver# 5 Status Revised

Traffic Order# 569363

Printed: 08/27/2012 2:53 PM
Last Received: 08/27/2012 2:48 PM
Showing Buylines: All Rep Revised Lines

3 of 4

Station KSTU-TV SALT LAKE CITY, UT
Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1618
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	*20	TU-F,M	11A-12P	NEWS	:30	\$250.00	08/28-09/03	6	1	6	\$1,500.00	
		[PART OF A MKGD MADE UP OF LINES 16 17 18 19 20]										
		V5 Added										
	*21	TU-F,M	11A-12P	NEWS	:30	\$250.00	09/04-09/10	5	1	5	\$1,250.00	
		[PART OF A MKGD MADE UP OF LINES 16 17 18 19 20]										
		V5 Added										
	*22	TU-F,M	4P-5P	DR OZ	:30	\$400.00	08/28-09/10	2	2	4	\$1,600.00	
		[PART OF A MKGD MADE UP OF LINES 16 17 18 19 20]										
		V5 Added										
	*2	SU	8A-9A	GOOD DAY UTAH SUN. 8A	:30	\$300.00	09/02-09/09	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22]										
		V5 Effective Dates Changed										
	*3	TU-F,M	7A-8A	GOOD DAY UTAH AT 7A	:30	\$400.00	08/28-09/10	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22]										
		V5 Effective Dates Changed										
	*7	TU-F,M	11A-12P	FOX 13 NEWS-LIVE AT 11	:30	\$200.00	08/28-09/10	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22]										
		V5 Effective Dates Changed										
	*8	TU-F,M	1230P-1P	TMZ	:30	\$100.00	08/28-09/10	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22]										
		V5 Effective Dates Changed										
	*11	TU-F,M	4P-5P	DR. OZ	:30	\$300.00	08/28-09/10	0	0	0	\$0.00	
		[MADE-GOOD BY LINE(S) 16 17 18 19 20 21 22]										
		V5 Effective Dates Changed										

---REPORT TOTALS---

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EC'd Yes

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Advertiser () POLITICAL ISSUE GROU
Product HOUSE MAJORITY PAC
Estimate# 1618
Buyer Spencer Wood
Phone#
Fax#
Report Totals: 29 / \$7,300.00

Agency () WATERFRONT STRATEGIES
3050 K ST NW, #100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1618
Flight Dates 08/28/2012 - 09/10/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () DAN DRISCOLL
Salesperson Phone# 202-955-5342
Salesperson FAX# 917-206-9589

---SALES MONTHLY TOTALS---

Sep 12: 62 / \$37,350.00

Sales Totals: 62 / \$37,350.00

Station Totals: 62 / \$37,350.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals \$149,699

CABL	0%	KDLJ	0%	KJZZ	4%	KSL	26%	KSTU	24%
KTVX	13%	KDCW	2%	KUTV	28%	UNKB	0%	UNKN	0%

Books null
Demos RA35+